



Online CEOs Presents:

Crushing It On Instagram

- The eBook.

The strategies we used to take multiple Instagram accounts from 0 to 100k+ followers - in 6 months! And, how we grew a total network of **300 million followers.**



What's up, guys!

So we had this great idea one time, right? Create a video and post our results from our Instagram accounts, and tell people, "Hey! If you want any help, hit us up. We can give you some tips and advice on how we did it!"

That wasn't the crazy part. The crazy part is, we received nearly 1,000 messages - in the first 24 hours - between Instagram, Snapchat and Facebook asking for help...

Even with us doing Instagram and social media marketing full-time, we couldn't keep up with the requests.

So, we put together this ebook, documenting what we did, with advice on how to do it! (Also see these [FREE RESOURCES HERE](#))

Hope this helps! Feel free to share it with anyone you'd like. :)

With that, LET'S GET STARTED!

What are we going to cover in this eBook?

1. Why instagram?
2. Content is key
3. #Hashtags
4. Consistency
5. Revenue generators



Why Instagram?

One question we hear a lot is “why instagram?”

Instagram has over 700,000,000 monthly users. Including 200,000,000+ that are actively involved on it daily. It has the fastest growing user base of all social media. It is by far the hottest social media platform right now, and is considered one of the best places to advertise, connect, and generate revenue.

In addition, it is user friendly, easy to use and grow, and produces amazing content.

Instagram has poised itself to be potentially the most influential social media site in the near future. If you don't have an instagram account... GET ONE.





Content is key.

ATTENTION. If there is a single most important key to Instagram, it is content. So pay attention to this next point. UNDERSTAND THIS. LEARN THIS. MASTER THIS.

You have about 1-3 seconds to capture the attention of your potential followers. Which means, when someone clicks on your page, that someone needs to be impressed with your content within 3 seconds, or else they will click out of it. As soon as they click out, it is 7-10 times harder to get them back. You have lost credibility. So ask yourself, "How am I captivating my audience and drawing them in? What emotional response do I want my audience to have?"

Create amazing content.

People like clean content. On personal brands, they like relatable/real content.

Make sure your content is:

- Clean/sharp
- Not blurry
- Consistent in style
- Has proper lighting
- No spelling errors

When delivering content, you have to create content that people will relate to, or that will draw people in. If you have super fuzzy pictures, or boring content, who is going to want to follow you? Be different. Think outside the box. There are tens of thousands of accounts in each niche. Why should someone follow your page versus following another page?

Oh, and "Because I want them to" is not a good enough reason. ;)





#Hashtags

Content is what keeps people on your page once they find it. Hashtags are what allows people to find you. Both are critical.

Hashtags are the most effective way to get your content out there, and allow people to find you organically.

What does using a hashtag accomplish/how does it work?

When you use a hashtag on your photo, you are labeling (or categorizing) your photo in that category. That category also has every other post with that hashtag in it, and you are competing with them for attention.

So, how do I determine which hashtags to use?

Research.

Most people believe that using the most popular hashtags is the best way to gain exposure - "Just use the most popular hashtags and more people will see."

False. Unless you are a very large page, using the most popular hashtags a lot of it times has little to no effect on the engagement of your post. Why? Because you are competing with 100s of millions of other posts just like that. So keep that in mind.

I am not saying don't ever use super popular hashtags. But when that is all you use, you will be disappointed with the results.

A large black circle containing the text "#hashtag" in white, bold, sans-serif font.

#hashtag



So, what type of research do I need to do?

Keep in mind, you are allowed 30 hashtags per post. (Yes, there is a hack that allows you to have more, but it looks like crap and the results really aren't much better.)

We strongly suggest you utilize all 30 of those hashtags. It will give you maximum exposure and visibility.

When researching hashtags, you want to look for 3 things:

1. The number of uses that hashtag has - You want to make sure that you are researching hashtags with all levels of uses. 10k all the way up to 100m.
2. The engagement on the posts using that hashtag.
3. The quality/style of pictures using that hashtag.

So, take 5 hours one afternoon, get yourself a cup of coffee, or drink of choice. Sit down, and prepare to research until your heart's content. Haha

Here is how you research:

1. Make a list of every hashtag that could possibly go with your niche.
2. Type each one in individually, and look at the three things discussed above.
3. Determine which have the best engagement, cleanest content, and best ROI.
4. Figure out which are your best 30-60 hashtags.
5. Use those, customizing each post with hashtags that go along with your post.



Make sure you do NOT put your hashtags in your caption. Be sure to put them in as a comment after you post. It makes no difference from a search standpoint, and makes your post look much cleaner.

TIP: Copy all of your hashtags into your notepad so you can just copy and paste. Keep in mind, you still have to optimize each set for every post.

Consistency

So many people think that posting 1-2 times a day is enough.

IT'S NOT! But why?

Instagram is a global platform. You are reaching people on all timezones across the world. So, if you post only at 8am, and 6pm, you are missing out on the views of everyone else, all over the world.

Not only that, but even within your timezone, not everyone is on at the same time. You have to be consistent with your posting. Not only does it allow more people to see your content, it also shows people you are serious about what you are doing, and establishes major credibility.



We post 4-6 times every day on each of our accounts. Which, is nearly 100 posts a day across all of our pages. If we only posted once a day, that is $\frac{1}{4}$ to $\frac{1}{6}$ of the exposure that we are currently getting.

Being consistent make a huge difference. Don't overlook it.



Revenue Generators

Treating Instagram like a business is one of the most important things you need to do if you want to have success online. Now the question is:

How do I build a business by using Instagram?

The first step into creating a full sustainable business on Instagram is that you need to create a business model where you layout your different income streams and what you need to do to get them.

The first and easiest income stream on Instagram is Brand deals or Shoutouts. The idea here is that someone pays you to get exposure on your page. The bigger your account is, the more you can charge.

The second way is by selling Affiliates. All you have to do here is push a product/service that will help your audience and you will make a commission every time they buy.

The third way is by selling your own Products or Services. This is by far the best way to do it because you get to keep all the revenue for yourself.



Now that you know how to generate revenue with Instagram we strongly encourage you to make it happen regardless of the amount of followers you have. You can literally run an Instagram business from anywhere in the world ;)



Conclusion

So in this basic blueprint we went over the importance of Instagram, how to grow, what strategies to use in order to grow explosively and also how to then turn those followers into dollars!

Remember now...

None of this information is any good if you don't take action on it and implement it!

So now your task is to go out there and start implementing the things we have talked here in the ebook and also the things we say & teach in our Private Mastermind Group and Youtube Channel.

After you have done that, then what is next?

Well... I want to see your results :)

Nothing gets me more pumped up than seeing your results and how much your account has grown or how you are building a business with Instagram!

So please <3 Post your opinion about this ebook, what you have learned, or your testimonial about this in our Private Mastermind Group! I want to see your result! And who knows, if you are an action taker & have had great results, I will even promote you myself so you can grow even faster! :D

I look forward to seeing your amazing results!



Interested in growing your personal or business Instagram account quickly, without using any automation, paid ads, or the follow/unfollow method?

[Click Here To Check Out Our New Training Webinar and Discover Our Weird Hack That Gets Us Over 100k Followers A Month And A Multiple 6 Figure Business](#)



You can check out some of my work if you'd like.

@worldofartists

@elationfootball

@dailyartistiq

@elationfitness

@explorer

@travelest

@caballerodelamafia

We have dozens of different accounts. Totaling millions followers.

Our goal is to help as many people as possible achieve success on instagram, and in business. We are here to help and serve others by helping them achieve that success. That is why we do what we do.

If you implement the strategies discussed in this ebook, create clean content, take the time to really research your hashtags, and are consistent with your posting, you will see results & money. Quickly.

These are things that anyone can do, and we look forward to seeing the success you have!

If you want to find out more about all of this, I suggest you check out our [Masterclass Hashtag Winner](#). It is a masterclass that will walk you step by step on how to set up your instagram account, research the best hashtags that will work specifically for your account in order to rank higher and explode your Instagram in the shortest amount of time possible.



Get in contact us, get need support, have any questions or want to attend our FREE weekly live coaching calls, feel free to join our [Private Masterclass Community](#).

Feel free to also check out our [Youtube channel](#). There we do weekly & daily tips & trick videos to help you grow and monetize your brand, business and influencer with social media and marketing.

See you at the top!

Online CEOs